

## **Cognizant Selected to Transform Channel 4's Advertising Campaign Delivery Operations** **Five-year engagement will see Cognizant support with integrated services and AI-enabled solutions to help Channel 4 unlock operational efficiencies and serve its advertising partners**

**LONDON, UK, June 02, 2026** – Cognizant (NASDAQ: CTSH) announced today that it has been selected by UK public service broadcaster Channel 4 to transform its advertising campaign delivery operations, which are responsible for booking, scheduling, and airing adverts across Channel 4 and its partner channels. The collaboration aims to help Channel 4 serve its advertising partners' changing needs, elevate impact across all viewing platforms and accelerate its strategic evolution into an agile, digital-first public service streamer.

As part of the project, Cognizant looks to enhance Channel 4's account management hub, campaign operations and traffic functions, which are responsible for ensuring that advertising reaches the right audiences at the right time, meets advertisers' objectives, and supports compliance with applicable regulations under Channel 4's oversight. By delivering integrated services, Cognizant aims to help Channel 4 unlock operational efficiencies across campaign setup, delivery, monitoring, and billing and support customers with improved capabilities to audit and optimize campaign performance.

Cognizant's approach is structured to empower Channel 4 with advanced automation and AI-powered offerings and is designed to align with the broadcaster's governance and regulatory frameworks to increase the effectiveness of its advertising services while ensuring all solutions reflect Channel 4's compliance, ethical and business priorities.

"Today, broadcasters face evolving regulations, fragmented distribution channels, and increasingly complex data environments. To deliver streamlined, compliant and innovative advertising experiences, they need to effectively scale automation, workflow management and AI-enhanced solutions across their operations," said Rohit Gupta, UK&I Managing Director at Cognizant. "By applying our expertise in integrating tailored AI-enhanced solutions to our clients' operations, we look to help Channel 4 increase service efficiencies, unlock access to new technology and support its advertising delivery to be fit for the future."

"We look forward to collaborating with Cognizant to help enhance our advertising campaign delivery, leverage new technologies and build strong advertiser relationships." said Barry John, Head of Advertising Operations at Channel 4. "This initiative will help transform our sales operation to serve our partners' changing needs."

### **About Cognizant**

Cognizant (NASDAQ: CTSH) is an AI Builder and technology services provider, building the bridge between AI investment and enterprise value by building full-stack AI solutions for our clients. Our deep industry, process and engineering expertise enables us to build an organization's unique context into technology systems that amplify human potential, realize tangible returns and keep global enterprises ahead in a fast-changing world. See how at [www.cognizant.ai](https://www.cognizant.ai) or @cognizant.

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### **About Channel 4**

Channel 4 exists to create change through entertainment. Publicly owned yet commercially funded, Channel 4 generates significant and sustainable cultural, economic and social impact across the UK – at no cost to the taxpayer.

The broadcaster's distinctive remit is set by Parliament, and it has a role to represent unheard voices, challenge with purpose and reinvent entertainment. For more than 40 years, it has been a British success story, engaging generation after generation of young people.

Working with hundreds of creative companies every year, Channel 4 makes a major contribution to the local, regional and national economy, creating and supporting thousands of jobs and businesses across the country.

In 2024, Channel 4 launched its Fast Forward strategy to accelerate its transformation into an agile and genuinely digital-first public service streamer by 2030. It is designed to ensure Channel 4 embraces the generational shift in TV viewing, elevates its impact across the UK and stands out in a crowded market.

From its bases in London, Leeds, Manchester, Bristol and Glasgow, Channel 4 is fully committed to harnessing the power of its regional structure to increase its impact across the UK. Through its training and development initiative 4Skills is opening up opportunities in broadcasting, with a particular focus on disadvantaged young people and addressing skills gaps across the Nations and Regions. 4Skills invests millions in training, development and learning opportunities annually.

Through Film4 Productions, Channel 4 also invests in British filmmakers to huge critical acclaim, producing 43 Oscar wins and 97 BAFTA wins in its history.

<https://www.channel4.com>

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[https://stage.mediaroom.com/mr5mr\\_cognizant/Cognizant-Selected-to-Transform-Channel4-Advertising-Campaign-Delivery-Operations](https://stage.mediaroom.com/mr5mr_cognizant/Cognizant-Selected-to-Transform-Channel4-Advertising-Campaign-Delivery-Operations)